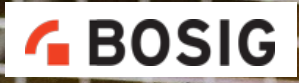




Reference



BOSIG

CAS genesisWorld

CRM/XRM for small and medium-sized companies





» After implementing CAS genesisWorld many of our processes became significantly easier. The increased transparency and the ease of use have optimized longer processes and resulted in more efficient project management. The versatile information processing and adaptability make the system a genuine allrounder. «

Timo Bormann, Marketing



Industry sector

Construction technology

Requirements

- Ensure access to all relevant information from every workstation
- Model work processes from administration to production
- Provide process support from taking orders to deliveries
- Supply clear information on availability, appointments and product processes
- Ensure transparency and user friendly operation

Benefits and Advantages

- Service is now more efficient and time-saving as well as being more targeted with the help of the central platform and individually configurable dashboards which include smart features such as search and filter functions
- Targeted process control with transparent, partly automated processes, for instance, reduced e-mail traffic thanks to the digital, easily accessible dossiers which include all correspondence
- Efficient interdepartmental cooperation with clear overviews of holidays and who is absent as well as the efficient management of appointments
- Solid decision-making based on reports
- Widespread acceptance thanks to easy useability



Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, ERP connect, Project, Geomarketing
- Interfaces to Infra and Docuware

Customer

- BOSIG GmbH, www.bosig.de
- Development and production of innovative construction materials for sustainable building
- Founded 2007
- 150 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 30,000 companies

Contact and Consulting



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